

Presentation Outline for In-Class Presentations/Discussions of Events Planned

Grading Rubric:

1 INCOMPLETE Task or Activity NOT Attempted or Completed	2 DEFICIENT Task or Activity Attempted but NOT Completed No Detail	3 CAPABLE Task or Activity Completed & Performed; Needed Extra Instruction & Assistance Lacks Specific Details	4 COMPETENT Partially Mastered Task Completed & Performed with Limited Assistance Some limited details	5 EXEMPLARY Mastered Task Completed & Performed Independently without Supervision
F 0 points	D 50% of Possible Points	C 70% of Possible Points	B 80% of Possible Points	A 100% of Possible Points
Task Must Be Completed Turn In Late	Task Must Be Finished Turn In Late	Task Must Be Revised Finish & Turn In	Task Completed!!!	Task Completed!!!

- ◎ Executive Summary – this will be the FIRST section
 - General Overview of the event

- ◎ Event Overview & Introduction
 - Introduction, Location, Map,
 - Operating Schedule, Appeal to Students/Customers

- ◎ Situation Analysis
 - Previous Success of Event, Measurements if available.
 - Expected Participation

- ◎ Target Market Identification
 - Identification of the students interested in the event.
 - Geographic, Demographic, and Psychographic Segmentation descriptions of the student body/market.

- ◎ Event Goals
 - Specific Goals of the event. The cost is _____.
 - Pricing policies/structure (multi/team...) _____.
 - Participant, Spectator & Goals will be measured by...
 - (specific measurement)
 - Goals for: Setup, Game Day, Sponsorship, and Promotion.

- ◎ Event Strategies
 - Event Promotion Plan
 - must include at least three methods of promotion.
 - TV Storyboard, Radio Script, Ad Sketch, Other...
 - Sponsorship Proposal Completed.
 - Include sponsorship levels, pricing, exchanges.

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◎ Implementation Plan

- Event Set-Up Schedule
- Supply List, Vendors/Supplier. Winners, Winnings, Runner-Up Prizes.
- Rules of play, sign up, and scoring methods included for the event.
- Sponsors recognition: signage, promotion, product placement....
- Safety concerns for event and methods to combat safety concerns.

◎ Evaluation Methods and Plan

- Measuring and evaluating events:
 - Planning, Setup, Running, Take-Down, Sponsorship and Promotion Evals.
- SWOT Analysis opportunities.
- Success of the event and participation forecasts.

◎ Technical Writing—Proper Format

- Student uses proper technical writing format as discussed in class.
- Not Used: I, me, we, they, them, our, us, or slang terms.

◎ Marketing Plan Formatting

- Student follows outline provided in class.
- Student organizes information as outlined in class: 1 area per page + promotion plan & sponsorship proposal separate.

◎ In-Class Presentation

- Student present event information in class.
- Student can organize “presentation” and information on event. Answer questions in class.

Optional components that may be included: +5 points each

◎ Scheduling

◎ Season Summary

◎ Season Preview

◎ Ticketing Goals

◎ Sales Strategy

◎ Season Promotions

◎ Game By Game Promotions

◎ Price Promotions/Theme Nights